

SANDY CITY
APPROVED POSITION SPECIFICATIONS

- I. Position Title: Marketing/Development Specialist
- Revision Date: 06/06
EEO Function: Parks & Rec
EEO Code: Admin. Support
Status: Non-exempt
Control No:

II. Summary Statement of Overall Purpose/Goal of Position:

Under the direction and supervision of the Director of Community Events, develop and implement a comprehensive plan for marketing events at the Sandy City Amphitheater and other events in Sandy City produced by the Community Events department. This position is also responsible to write grants and work with foundations and Salt Lake County's Zoo, Arts & Parks program to provide support for the Sandy Amphitheater and potential future facilities. This position will coordinate with sponsors regarding promotional material and other sponsor needs.

III. Essential Duties

- Create a successful season ticket sales campaign for the Sandy City Amphitheater.
- Develop and implement a successful strategy for individual ticket sales.
- Promote the events produced by the Community Events department.
- Communicate with all media outlets and types regarding press releases and interviews.
- Maintain an accurate database of patrons.
- Solicit bids and coordinate all promotional printing.
- Oversee and coordinate playbill publication.
- Collect and document news stories, ads and press releases regarding the Sandy Amphitheater.
- Research funding sources for arts programs.
- Write grants.
- Develop "Giving Programs"
- Coordinate sponsorship expectations.

IV. Marginal Duties:

- Perform other duties as assigned.
- Assist in event operations

II. Qualifications

Education: College studies in English, Communications, Marketing or related field or equivalency is preferred.

Experience: One year experience in marketing, sales, or publications editing is preferred. Experience with not-for-profit arts is preferred.

Knowledge of: Basic public relations skills, media relations, marketing strategies and corporate giving.

Responsibility for: Responsible to support and promote all events at the Amphitheater and in Sandy City to the fullest extent possible.

Communication Skills: The position requires excellent communications skills, both written and oral and an ability and/or willingness to work on sales specific objectives.

Tool, Machine, Equipment Operation: Basic computer skills in word processing, spread sheets required. Desktop publishing programs skills a plus.

Analytical Ability: Must have the ability to gather and report outcome data from marketing strategies; must be able to use independent judgement to resolve problems.

VI. Working Conditions:

Work is performed with little supervision; some evening, weekend and work from home required; must dress and groom in a manner congruent with the image of Sandy City.

The above statements are intended to describe the general nature and level of work being performed by the person(s) assigned to this job. They are not intended to be an exhaustive list of all duties, responsibilities, skills required of personnel so classified. The approved class specifications are not intended to and do not infer or create any employment, compensation, or contract rights to any person or persons. This updated job description supersedes prior descriptions for the same or similar position. Management reserves the right to add or change duties at any time.